

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

STARRED QUESTION NO:202
ANSWERED ON:18.03.2002
TOURISM PROMOTION TASK FORCE
PRABODH PANDA

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government propose to set up a Tourism Promotion Task Force (TPTF) to monitor the impact of decline in tourist traffic to India;
- (b) if so, the details thereof;
- (c) the names of the countries where the TPTF exists; and
- (d) the other steps being taken to give boost to the tourism industry ?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b), (c) and (d) : A Statement is laid on the Table of the Sabha.

STATEMENT IN RESPECT OF REPLY TO LOK SABHA STARRED QUESTION NO.202 TO BE ANSWERED ON 18.03 REGARDING TOURISM PROMOTION TASK FORCE

(a) and (b) : Government desirous of taking suitable action to deal with down turn in international Tourism after the September 11, 2001 terrorist attacks in USA, had set up a Special Tourism Task Force with the objective of involving all segments of Travel and Tourism Industry to join hands for, aggressive promotion and marketing of tourism to India and improve the tourist arrivals in the country.

(c) : The Special Tourism Promotion Task Force has been constituted by the Government of India, for interaction with Travel industry. It is primarily need based and is not constituted on the model of any other country.

(d) : Some issues which were mentioned in Finance Minister's Budget Speech on 28.02.2002 including providing incentives to the tourism and travel trade, will also give necessary confidence to the industry. The Department of Tourism is also considering the following steps to boost tourism to India:-

- i) To refocus on marketing in South East Asia, North Asia and Australasia.
- ii) More aggressive support for generating domestic tourism.
- iii) Strategy for marketing in other short-haul destinations.
- iv) Use of internet as a cost effective media.
- v) To arrange special 'fam' tours for foreign media and trade to get a first hand idea of peaceful conditions in India.
- vi) Restructuring of overseas offices.
- vii) India Tourist Offices abroad to interact with foreign media to create confidence in the international travel.
- viii) To participate in travel and tourism fairs and other events, in important markets.
- ix) To promote and market India's tourism products through joint and cooperative efforts with the private sector.